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## Back Matter

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## Guidelines for Contributors

Only manuscripts that make a strong contribution to sport management practice, based on the practical, conceptual, philosophical, and empirical grounding of the piece, will be considered for publication. Manuscripts may address a wide range of issues concerning sport management practice including (but not limited to): marketing (e.g., sponsorship, branding, pricing, and advertising), management (e.g., business strategy, policy, human resource management, organizational behavior, and organizational theory), images and narratives, sport ethics and governance, stakeholder management, social and environmental responsibility, globalization and internationalization, and sport media and technology. Authors are required to submit both a Scholarly Manuscript and a corresponding Management Whitepaper.

### Scholarly Manuscript Guidelines

Scholarly manuscripts should be kept to less than 30 pages, including reference pages, tables, figures, and artwork/illustrations. Each submitted manuscript must follow the publication guidelines included in the *Publication Manual of the American Psychological Association: Sixth Edition*. **Manuscripts submitted in a different style, or deviations from this style, shall not be reviewed.**

Scholarly manuscripts should be typed (12-point Times New Roman font) with double spacing on 8 1/2 × 11 inch paper with margins set for 1 inch (2.54 cm) at the top, bottom, right and left of every page, should not exceed 30 pages (including tables, figures, and references), and have ONE space after each period in the text. Set the page numbering at the top right of the page with the running header. The order of the manuscript should be: (1) blind title page [do NOT include information that might identify the author(s)], (2) abstract with manuscript title located above, (3) manuscript text, (4) references, (5) tables, and (6) figures.

The abstract must not exceed 200 words and should consist of two elements: (1) the abstract itself, which concisely summarizes the paper, giving a clear indication of the research method, and conclusions and (2) three to five keywords.

References, tables, and figures must follow the *APA 6<sup>th</sup> Edition* format. Tables and figures must be presented on separate sheets at the end of the manuscript. Their position within the text should be clearly indicated. Each table and figure must be numbered in the order of presentation and clearly labeled. The use of footnotes/endnotes within the text is discouraged.

### References/Works Cited Pages

References/works cited pages should adhere to the guidelines included in the *Publication Manual of the American Psychological Association: 6<sup>th</sup> Edition*. Au-

thors are responsible for precise execution of this requirement. Please note that periods after authors' initials require ONE space before the next initial, and that ONE space is to be used after each period (EX: Smith, J. M. (2012). The study of...).

## Management Whitepaper Guidelines

Each submitted manuscript must be accompanied by a document that summarizes the article's findings in a way that will be palatable for practicing professionals. As a part of the JASM review process, this document will be reviewed by a practitioner and will be made available as part of the journals outreach efforts to practitioners, media, and the public. Accordingly, the language used should be less technical and oriented toward a nonacademic audience.

Management whitepapers should be typed (12-point Times New Roman font) with double spacing on 8 1/2 × 11 inch paper with margins set for 1 inch (2.54 cm) at the top, bottom, right and left of every page, should not exceed 8 pages (including any tables, charts, graphs, and/or other illustrations that are effective visual means of communication), and have ONE space after each period in the text.

The format of the management whitepapers is as follows:

### I. Research problem(s) addressed (maximum length: 6 sentences)

a. Very clearly state the purpose of the paper and what it examines

#### EXAMPLE:

*The purpose of this paper is to examine the attitudes of NCAA Division I men's intercollegiate basketball season ticket holders regarding seat assessment fees.*

b. Very clearly state the importance of the issue(s) contained in the paper and why they are worthy of the practitioner's time and attention

#### EXAMPLE:

*This research contains timely information that reveals that a significant number of season ticket holders surveyed were unhappy with the additional assessment fees that came with new arena construction and/or retrofitting/redevelopment, but the research also revealed that a significant number of them were willing to pay such fees if guaranteed the first rights of refusal to purchase tickets, regardless of their levels of understanding of and/or agreement with the purpose fees.*

c. Very clearly state an intended audience/stakeholder group(s)

**EXAMPLE:**

*This article would likely be useful to intercollegiate athletics department personnel and other major stakeholders of intercollegiate athletics, particularly those involved with or considering capital campaigns that include new facility development, facility retrofitting, reseating, or ticket price adjustments. Other sport managers at other levels of sport who are involved with revenue generation through seating may also find this article useful.*

**II. Issue(s) (maximum length: 2 pages)**

This should be a detailed version of item I.b above that clearly explains the important facets and background of the issue at hand in the manuscript; basically, it should resemble an extremely shortened version of the literature review sans the references, except to any that are so relevant to the article that they cannot be ignored (for instance, if the paper involves a case study built around a particular theoretical framework, then obviously that framework and its authors would merit specific discussion and explanation) and what motivated the authors to undertake the research.

**III. Summary (maximum length: 2 pages)**

In very simplistic, user-friendly language, explain everything that the study found (or did not find, as the case may be). Bring as little statistical jargon into this section as possible (with the possible exception of discussion of “significant” and “non-significant” findings). Instead, explain the results/major logical points of the study in everyday terms.

**IV. Analysis (maximum length: 2 pages)**

Quite simply, tell why the findings/conclusions of this study matter, state how things should or should not be done differently as a result of the study, and underscore the importance of the research to practitioners. Simply answer the question, “So what?”

**V. Discussions/Implications (maximum length: 2 pages)**

Tell who can use this article and the constructive things they can do with it and/or learn from it.